

ABSTRACT

Growth of telematic sector, what ordinary also referred as Information Technology (IT) or Information and Communication Technology (ICT) which in this time progressively touch almost all activities in Indonesia, will impact to the change of patterned thinking and way of society approach in doing transfer access of information. One of easy and quick way in obtaining information is through internet using. In general, the potential market of internet using in Indonesia increase rapidly every year. Supported by ending of monopolistic era at telecommunications sector, every telecommunications and information service operator -included PT Telkom Tbk. with one of internet service that is Telkomnet Instant- compete in giving the best service for consumer. By using TelkomNet Instant, internet consumer can do the internet access instantly without having to do the registration process before. Caused by enough tighten competition in grabbing market share, hence PT Telkom Tbk. require to do the marketing audit in order to know whether marketing activity have been done precisely and effective evaluated from internal and external aspect of company. The objective of this research are to understand the profile and type of company according to marketing audit of Telkomnet Instant, matrix SWOT, and also determine the right marketing strategy.

The data collected by spreading three kind of questioner, which is first questioner to the market target of TelkomNet Instant using simple random sampling technique, internal audit questioner for the management of PT Telkom Tbk., and the last is external audit questioner for the competitor. Data processing for internal audit and external audit questioner using competitive audit method from Markplus&Co produce a gap value. Market research, gap analysis, and internal and external factor of company produce the SWOT matrix. The next step is formulating marketing strategies which consist of segmentation, targeting, and positioning.

The result of this research shows that the position of TelkomNet Instant now is Marketing Oriented Company. The negative gap value indicates that TelkomNet Instant must replace its marketing strategies into the Market Driven Company's strategy type that suitable with the competitive situation. The potential market of TelkomNet Instant is 74.5%, which achieved from interest rate in TelkomNet Instant service. The formed segments are segment 1 (doesn't need TelkomNet Instant) equal to 23.7%, segment 2 (ready to use TelkomNet Instant as the complement of other internet service), segment 3 (ready to use TelkomNet Instant as prime priority) and segment 4 (use TelkomNet Instant as the one and only internet service). According to discriminant test result, the short time market target of TelkomNet Instant is segment 3 and for the long time are three segments other. While, positioning of TelkomNet Instant is emphasize at the simplicity of internet access without registration and supported by broad coverage.

With seeing the result of the research and the potential market of TelkomNet Instant that is still big, PT Telkom Tbk. still has a chance to lead the bigger market share, especially in Bandung area. Finally, marketing audit and market research continuously is very important thing to do in order to know the company position, consumer expectation, and also the competitive situation.